

## January enrolment is reduced

George Brown College has reduced its growth plans for its January 2010 intake of new full-time post-secondary students to accommodate higher than expected retention of returning students and unprecedented enrolment increases.

To meet public demand George Brown has been growing significantly for a decade. The college has more than doubled its full-time post-secondary enrolment in the last nine years – from 7,254 students in fall 2000 to 16,581 this fall.

"Our increased retention rates are a credit to faculty and staff throughout the college, who are giving our students the motivation to complete their programs," said Karen Thomson, vice president of Marketing and Strategic Enrollment Management.

Another factor affecting the decision was that this year's fall enrolment increase of 11.9 per cent from 2008 was unprecedented – with a larger proportion of applicants accepting George Brown offers of admission and a higher percentage of current students returning after the summer. George Brown Registrar Dianne Tessier says the scarcity of jobs in the recession-wracked economy may have also encouraged more people than usual to start college or continue their studies this fall.

While the total number of students in January is expected to grow by 4.8 per cent over last year, there will be a change in the mix of those students, resulting in 1,000 fewer new students than was originally planned.

The Registrar's Office communicated with people who had applied or had been accepted for affected January programs immediately following the decision with an apology and proposed options. It advised them to consider switching to one the 39 programs that currently remain open for applications or reapplying for the next offering of the program they want.

The college's new Strategic Enrollment Management initiative has started to ensure quality of student experience is maintained and growth managed. "Academic departments are committed to protecting the quality of education offered by George Brown

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New college job search site launched: Nursing students Winnie Chou (left) and Veronica Bento explore GB Careers, a new website that matches George Brown students and graduates with employers. The custom-created site replaces college contracts with commercial job sites.

## New website connects students with employers

George Brown has become an online matchmaker between students and graduates looking for jobs and the employers who want to hire them.

The college recently launched GB Careers – a website where students can apply for part-time, summer and full-time jobs and submit their résumés and employers can post jobs, targeting particular programs, and scan applications.

Launched in early October, GB Careers has already had 1550 students register and 191 jobs posted by employers. The site is the first custom made job finding solution for George Brown – replacing contracted commercial job search sites and, before that, a collection of campus or department specific job posting boards. "GB Careers makes it easy and fast for students and graduates to connect with employers who want to hire them" says Kevin Lin, acting Manager of Career Services.

Students can browse all posted jobs or target their search using keywords. They can even set up an alert system so they get instant e-mail notification when an employer posts the kind of job they're looking for. Employers can specify the program they want applicants to be enrolled in or have completed.

GB Careers will also become a hub for career services to interact with both students and George Brown employees. Students can use the site to register for job fairs and career workshops, while staff can post on-campus jobs and faculty can request career workshops for classes. The site is currently available to full-time students, part-time post-secondary students, and alumni, who have lifetime access to it.

While GB Careers features a wide variety of jobs – including casual, temporary and volunteer positions – it does not support co-op, field placements and practicum positions. These will continue to be handled by the respective academic divisions. Neither does it contain internal job postings for George Brown, which will continue to be managed by the Human Resources Department.

To learn more about GB Careers, please visit: <http://gbcareers.georgebrown.ca>

There will be ongoing information/demonstration sessions regarding GB Careers for employees and students. Please contact Career Services at 416.415.5000 ext. 4100 or email at [clcareers@georgebrown.ca](mailto:clcareers@georgebrown.ca) if you have questions or request for information sessions.

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College and are planning for manageable growth," says Karen Thomson.

George Brown anticipated an increase in enrolment and worked hard to find or create classroom space. Several service departments, including Communications and Marketing, Alumni, Academic Excellence, and the George Brown College Foundation will move to leased space off-campus this fall to free up classroom space at St. James Campus.

Future college enrolment plans may be impacted by changes to provincial government college funding policies which may not financially reward colleges for student growth, says Thomson. "Our long-range planning for 2020 will help us move to three-year strategic enrolment planning going forward to prevent the need to course correct so close to intake," she says.

## George Brown is named one of Canada's and GTA's top employers for second year in a row

George Brown has once again joined an elite group of organizations to be named Canada's Top 100 Employers. It is the only Canadian college to make the list, and is joined in the post-secondary education sector by McGill, Queen's and Simon Fraser universities.

The college has also been named one of the GTA's Top 90 Employers, joining the University of Toronto and Seneca College on the list. This is the second year in a row that a blue-ribbon panel of employment experts took a look at college organizational practices and policies and ranked it among the best places in the nation to work.

That's no small accomplishment – George Brown was selected from among more than 16,000 organiza-

tions across the country that applied for the honour.

"I'm certain this recognition comes as no surprise to employees – we already know George Brown is a great place to work – but it's a welcome external validation of our policies and practices as a college," says President Anne Sado.

The panel was impressed by the array of benefits available to employees including maternity and parental leave top-ups, flexible work options, and generous vacations.

More information on our employer review is available in the issue of Maclean's Magazine currently on newsstands, was featured in the

October 9 issue of the Globe and Mail, and is available online at <http://www.eluta.ca/top-employer-george-brown-college-of-applied-arts-and-technology>.

Canada's Top 100 Employers is a national competition, now in its 10th year, organized by Mediaworld Canada Inc. and sponsored by Eluta.ca – a job search website – in which an advisory panel decides which self-nominated organizations offer exceptional workplaces. The board reviews work atmosphere and social, health, financial and family benefits, vacation and time off, employee communications, performance management and training and skills development and physical workplace.

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**SEEING HERSELF IN THE JOB:** Samar Aftab of Marc Gameau Collegiate Institute tries out her image as a business consultant at George Brown's booth the Ontario College Information Fair on Oct. 27 at the Direct Energy Centre. Mohamed was one of thousands of potential students who visited George Brown's booth at the fair to talk with employees and students about George Brown programs. "See yourself in the job" is the headline of a George Brown advertising campaign currently underway that encourages people to picture themselves as successful college graduates in new careers.



**HUSKY FLIES IN HOME OPENING GAME:** Men's Basketball Husky Salisluou Abdoukader (in white and blue) becomes airborne to power past two Seneca Sting defenders during the intercollegiate team's home opening game on Oct. 21. Abdoukader, a Centre for Construction and Engineering Technology student, led scoring with 16 points, but the team lost 71-62. The George Brown women's team restored college pride by handily defeating Seneca 68-40. The big winner for the evening was breast cancer research. A one-day fundraising drive by the Athletics Department, which included \$2 donations by the 130 spectators, raised \$844 for research.

# Reality TV show documents con ed film course

George Brown students are the stars of a new reality TV series – but no one gets voted off the island, or in this case, out of class.

**Rather The Film Student** – a seven-part series currently being broadcast on Rogers TV in Toronto – documents the trials and triumphs of a class of continuing education students as they learn how to make films as well as showcasing the short films they create.

The series, now in its second season, is the brainchild of filmmaker and class instructor Yale Massey. "The class shows students how to make short films while the reality series shows students making short films. It's the way a film program should be today," he says.

Yale, a founder of Massey Bros. Films and an active member of the film community, approached George Brown about the class – and its novel approach. He also had a connection with Rogers Television, fostered during the run of *Hart of the Annex*, a show he and his brother, Hart, created. The combination of Yale's experience in the industry and his history with Rogers appealed to Munir Noormohamed, Chair of Business and Graphics in the School of Continuing Education.

"The class gives students an idea of the entire process – from pitching their ideas and raising funds to dealing with sets, actors, filming, editing and so much more," says Noormohamed. "The fact that Rogers Television was involved was a bonus because it gave students a greater incentive to be involved, obviously gave them an audience and gave them a chance to have their short film aired on TV."

Each four-hour class featured a mix of discussion, instruction and application of new technical knowledge, Yale says. Shooting the films themselves was done on the students' own time and averaged five days with volunteer crews of up to 15 people.



Students in a George Brown continuing education film class are also the subjects of a reality TV show broadcast on Rogers TV. From left to right: Syed Shaw (with videocamera), Ron Nantel (behind right), Yewon Kang (holding camera), Kathryn Mallinson (holding boom mic), Michaela Bohunicky (holding slate), Eric Habtezion (holding umbrella), Andrew Cromey (holding film strip), Carlos Novelo (holding puppets), Hart Massey, host (holding mic), Yale Massey, instructor (holding camera).

"These projects took a tremendous amount of work in such a short time, including finding actors and crew, renting/finding/borrowing equipment, securing locations, filming and editing," agrees Munir. "Most of the students had work and/or families, so to produce their films and the series was very time-consuming for them. But that made their success that much sweeter."

Students were happy to be part of the class and learn from the two creative processes underway – the class and the TV series.

"Having the opportunity to bounce ideas off the instructor, my classmates and the guest speakers helped me get all of the words and images that were in my head onto the screen in a way that would make sense to the audience," says first season student Jen Wilkinson, creator of the film *Snow Angel*.

Go to [www.rogerstv.com](http://www.rogerstv.com) for broadcast times of *The Film Student*.

## Chowder lunch supports Yes Chef! campaign

A chowder lunch on Nov. 25 will raise funds for George Brown's Yes Chef! hospitality campaign. People who order the \$10 special lunch at the Duke of Westminster pub on Adelaide St. W. that Wednesday will get a sampler of the three best chowders created by Chef School students, a biscuit and sample of Keith's beer. All proceeds will go to the Yes Chef! campaign.

The family of Duke Pubs, and parent company Imago Restaurants, are longstanding supporters of the college – employers of many alumni and donors to the college's Yes Chef campaign. Throughout October the pubs made a donation to the campaign for every pint of Keith's sold. Throughout November they are featuring the top three chowders created by George Brown students.

The Duke of Westminster is located at 77 Adelaide St. West (between York & Bay Streets) in First Canadian Place.



# President Anne Sado



Any large organization requires proper planning and a sound strategy to be successful. As I hope most of you know, we are in the midst of developing the college's strategic plan for 2020. As we engage in this exciting exercise, I have also recently had an opportunity to engage in a dialogue regarding the development of the province's next post-secondary strategy. This discussion took place at a Committee of Presidents (COP) meeting recently hosted by Colleges Ontario. The province's strategy development is being led by Leah Myers, who heads the newly formed post-secondary secretariat at the Ministry of Training, Colleges and Universities. Leah attended our COP meeting, and led us through a discussion that highlighted many of the important issues likely to shape Ontario's upcoming post-secondary strategy.

Let me provide some background. The provincial government's previous post-secondary strategy, entitled *Reaching Higher*, was developed for the timeframe of 2005-6 to 2009-10. The strategy was aimed at strengthening the province's ability to train and maintain a competitive workforce into the future by focusing on accessibility, quality, accountability,

apprenticeship and bridging. The government invested \$6.2B cumulatively over 5 years to support the *Reaching Higher* goals, with significant investments in areas such as student financial aid and expansion of capacity to serve more students—from apprenticeship to graduate programs.

Although these priority areas are key today as they were then, the development of the next post-secondary strategy presents an opportunity to re-examine the current environment as well as adjust course where necessary.

There is no question that one of the most significant issues is ensuring we have the labour force that will meet our labour market needs. The province will be looking at the population of 25 to 64 year olds to understand the profile of our workforce with respect to post-secondary attainment. We will then have to ensure the system has the capacity and capability to support future attainment requirements.

There is no question that the current fiscal environment will impact the roadmap going forward. For that reason, one of the government's highest priorities will be to encourage greater collaboration within the post-secondary sector. The key goal would be to improve student mobility and expand student choice. We are already working in partnership with MTCU and the Council of Ontario universities to develop a robust, dynamic and transparent credit transfer/credential recognition system that is province wide. We also want to ensure that applied degrees are recognized for entry to Masters programs. In addition, we will not

lose sight of the potential of increased college-university collaboration where appropriate.

Despite the fiscal challenges, the capacity gap for post-secondary spaces in the GTA is broadly recognized and accepted. In addition to student mobility and collaboration, the post-secondary secretariat will be addressing the question of institutional differentiation. Should certain institutions have broader credential granting ability to help meet the growing demand? Should colleges have greater degree granting ability to streamline process and create capacity? Colleges Ontario will be submitting thoughts and evidence to support our position on these key system design questions. We feel strongly that post-secondary

capability has to be aligned with the needs of the transforming economy. We feel colleges will continue to play a key role in supporting employees' and employers' retaining needs. And we will be advocating for funding mechanisms to support flexible delivery and to continue to increase college applied research capacity.

I am encouraged that the challenges and opportunities facing Ontario's colleges are being addressed at the provincial level. You can be assured that I will work hard to ensure that George Brown is well poised to take advantage of the opportunities that lie ahead. With high demand and a changing labour market, and our strong position as a college, now is the perfect time to be planning our future.

## GREEN SPOT

George Brown will show off its sustainability efforts in June 2010 when it hosts the annual conference of Canadian College Environmental Network.

The conference topics: greening campuses or advancing research for a green economy. Professor Mark Krantzberg of the Centre for Construction and Engineering Technologies is welcoming suggestions and ideas for speakers and workshop topics, as well as locations for a green site tour on one of the conference afternoons. To keep up with sustainability issues and events at George Brown, and to find resources such as the Green Meeting Guide, go to <http://insite.georgebrown.ca/News/EnvironmentalSustainability/default.asp>



**Make it happen.**

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Printed in Toronto on November 2, 2009  
<http://insite.georgebrown.ca/communications/gbn/default.asp>